

PX EXHIBIT 37

From: Ryan Cravens </O=BAY TEK INC/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=RYAN CRAVENSE38>
Sent: September 26, 2017 1:17 PM
To: Holly Hampton
Subject: Wrap them up
Attachments: Full Circle United - Project.docx
Importance: Normal

HH,

We need to bring them into the tent. <https://www.go90.com/videos/9qpSURQsVBF>

If we invested in Liveality without a solid revenue producing plan, I see no reason not to put resources towards a project that will help us sell more of our core product. I am not trying to hurt feelings with that statement, by the way.

Take care,

Ryan

Ryan Cravens

Business Development Manager

Bay Tek Games, Inc.

1077 East Glenbrook Drive Pulaski, WI 54162

W: baytekgames.com

C: (425) 395-6135

Full Circle United

Elevator Pitch:

Bring them under the Bay Tek umbrella to help further their growth and utilize their talents for future projects in conjunction with R&D

Market Conditions:

- Skee-Ball is simmering in bars across the U.S. Not just in territories that have been managed by FCU.
- The street market is in dire need of a new product
- FCU can be used for feeding R&D game ideas

Solution:

Plan 1 –

- Acqui-hire FCU
 - o Offer all three Erics positions and salaries within the Bay Tek organization.
 - o Include signing bonuses as well as yearly retention bonuses that grow over a certain finite time period
 - o The Erics are still able to earn a percentage of any revenue coming from Brewskee-Ball Leagues, events and promotions
 - o Gives us more of a hand in the planned rollout
 - o Create

Plan 2 –

- Joint Venture
 - o Create a new entity that is equal parts BT, FCU and possibly another partner (Betson)
 - o Fund the entity to move forward with the plan
 - o Gives us more of a say in the rollout

Plan 3 –

- Invest in FCU
 - o Go slow and invest \$100K at a time
 - o Change the contract piecemeal
 - o Keep the current antagonism

Plan 4 –

- Walk Away
 - o Give them the 35 lanes and then let them raise money and buy additional lanes from us

Plan 1 not only gives them security and a place at the Bay Tek table, it also feeds their egos. Eric P is a good person, however he has a healthy ego. I have not met people that goes to business meetings with a personal cameraman.